

# Zach Smith

## Mobile Product Designer

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Dallas, TX

### EXPERIENCE

#### **The Home Depot** Senior UX Designer

JULY 2018 - PRESENT

UX for The Home Depot's Project Color App (iOS + Android)

- Redesigned UX/Navigation & Overall Rebrand
- W3 2019 Gold Award Winner

UX for The Home Depot App (iOS + Android)

- #1 Retail App rated by Forrester
- Increased conversion by 69bps for Special Buys
- Increased Search Result Conversion by 8bps

UX for The Home Depot Website

- Redesigned Online Paint Compare & Color Wall Experience which led to 600+ bps improvement in conversion
- Currently working on Personalized Homepage UX

#### **AdVault Inc. / MyDirectives.com** UI/UX Designer

APRIL 2018 - JULY 2018

- Created mobile first redesign of existing experience that streamlines the process of creating and managing an advance care plan.

#### **American Achievement Corporation** UI/UX Designer

APRIL 2018 - JULY 2018

- Designed UI from initial wireframes to high fidelity screens. Launched an industry-first, web-based graphics yearbook page editor with a robust permissions system that streamlined user workflows.
- Defined a lean research process and led individual/group usability research sessions. Used research to establish personas, prioritize product roadmap and increase the usability of our products.
- Performed usability and heuristic evaluations on our complex database management software. Created wireframes and workflows for several internal and external roles.

#### **Tekzenit, Inc.** UX Researcher

APRIL 2018 - JULY 2018

- Collaborated with designers in order to create prototypes, testing scenarios, and moderator guides for usability evaluation of desktop and mobile applications and sites.

### EDUCATION

#### **Bachelor of Arts (B.A.)**

Arts and Technology  
University of Texas at Dallas

### SKILLS

#### **Design/Research**

User Experience  
User Interface Design  
UX Research

#### **Tools**

Sketch  
Figma  
Adobe Suite

#### **Rapid Prototyping**

Framer  
Axure

#### **UI Animation**

Principle  
Keynote